



PBV-010-008103

Seat No. _____

M. Phil. (Busi. Mgt.) (Sem. I) (CBCS) Examination

November / December - 2018

Advances in Management

Faculty Code : 010

Subject Code : 008103

Time : 3 Hours]

[Total Marks : 70

Instruction : All questions carry equal marks.

1 Define term Management. What do you believe management as science or art ?

OR

1 Discuss various social obligations of management. Do they conflict with the profit / wealth objective of the business ?

2 Describe contribution of Henri Fayol (14 principles) in scientific management.

OR

2 Write E-Business and competitive strategy for Indian business.

3 What are the ethical issues to be considering while introducing a product in the market? Discuss in terms of advertisement, product, packaging and promotional ethics.

OR

3 'Shareholders value creation is better than that of profit earn by the company'. Do you agree ? Explain with example.

4 'Humans are considered as Brand of the organization'. Discuss this in the light of recent development of HR.

OR

4 Discuss in detail Corporate Governance along with various committees.

5 Write notes : (any two)

- (1) Micro finance
- (2) Behaviour finance and ethical issues
- (3) Event management
- (4) Green marketing.